

# APPARATUS FOR ESTABLISHING A CONNECTIVITY PLATFORM FOR DIGITAL RIGHTS MANAGEMENT

## Abstract

A device for reducing unauthorized use of protected content and selectively exchanging information includes designating software for protection and information exchange via a corresponding identifier associated with the software. An authorized representative entity resident on a user computer, network, or device, remotely located relative to the user, or both, detects the identifier. During the first use or transfer of the content designated for protection, the authorized representative generates a password or authentication code based on user system information and links the code to the content. Subsequent use or access to the content requires that the current system information at least partially match the system information of the authorized system encoded in the authorization code(s) associated with the content. A remote authorized representative establishes a user/publisher connectivity platform to facilitate exchange of information between the user system and the remote authorized representative requested by a

software identifier.